

Humanization of Logo as a Representation of Social Values in Halodoc

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Abstract

In utilizing the Halodoc application, there is a communication gap between direct speech communication and communication through the application. Through Roland Barthes' semiotic method, this research attempts to examine this problem and propose an alternative solution in the form of emoji humanization. Heidy's emoji structure is indeed synonymous with the Halodoc logo. Meanwhile, according to the connotative analysis, you can see the emoji visualisation whose characters are identical to today's human characters. This character is characterised by expressions and facial expressions that look cheerful and friendly. This study concludes that there are a number of indicators of success in composing humanist emojis and still referencing the main logo identity. In the principle of emoji design, structurally it must be dominated by a shape similar to the original logo. The addition of mimics, expressions, limb movements, and body movements itself must represent the true expressions of humans who provide health ordering services. Thus, emojis are more attractive, interactive, and communicative. As confirmed by various studies, this intimacy between users and emojis that looks humanist has proven to strengthen customer trust in services.

Dalam memanfaatkan aplikasi Halodoc, terdapat kesenjangan komunikasi antara komunikasi langsung dan komunikasi melalui aplikasi. Melalui metode semiotika Roland Barthes, penelitian ini mencoba mengkaji permasalahan tersebut dan mengusulkan solusi alternatif berupa humanisasi emoji. Struktur emoji Heidy memang identik dengan logo Halodoc. Sedangkan menurut analisis konotatif, Anda bisa melihat visualisasi emoji yang karakternya identik dengan karakter manusia masa kini. Karakter ini dicirikan dengan ekspresi dan mimik wajah yang terlihat ceria dan ramah. Penelitian ini menyimpulkan bahwa terdapat sejumlah indikator keberhasilan dalam menyusun emoji humanis dan tetap mengacu pada identitas logo utama. Pada prinsip desain emoji, secara struktural harus didominasi oleh bentuk yang mirip dengan logo aslinya. Penambahan mimik, ekspresi, gerakan anggota tubuh, dan gerakan tubuh itu sendiri harus mewakili ekspresi sebenarnya dari manusia yang memberikan layanan pemesanan kesehatan. Dengan demikian, emoji lebih menarik, interaktif, dan komunikatif. Seperti yang ditegaskan oleh berbagai penelitian, keakraban antara pengguna dan emoji yang terlihat humanis ini terbukti memperkuat kepercayaan pelanggan terhadap layanan.

Keywords: humanization; emoji; Halodoc; mobile health services

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Introduction

Design of the social and cultural world are intimately connected. According to Widagdo (1993) design is one manifestation of the embodied culture. This argument is also strengthened by Agus Sachari, in his book *Paradigm of Indonesian Design* (Sachari 1986) which states that design is a physical translation of social, economic, and human aspects of life and is a reflection of the culture of the era. So, design is a work of physical culture that was born from consideration of the thoughts, ideas, feelings and desires of a designer supported by external factors such as science, technology, social environment, cultural values, aesthetic rules, political and economic conditions to prototype developments in the future.

Through the book *Humanize*, Notter & Grant (2011) state that today's society needs a more humane organization. Therefore, companies need to re-create their organizations so that the strength and energy they empower becomes more human in an impacted work life. The strength of this reorganization is not only to change the experience of individual employees in the world of work, but also to access untapped potential within the organization. Based on the statement of Notter & Grant (2011), it can be seen that there is a need from the social world regarding a renewal in an organization, be it a brand or an institution, which should pay attention to human principles.

In connection with the above needs, Halodoc as a start-up online healthcare tech company seeks to fulfill the humanistic aspect through the features and various types of services provided. Moreover, the need to use Halodoc is increasingly urgent due to restrictions on mobility during the COVID-19 pandemic. Through his device, people

can order services with several advantages, namely: saving waiting time, choosing a doctor, and choosing a hospital. Consequently, as is the trend of contemporary society today, oral communication rarely takes place because they believe in the role of application. The role of the Halodoc application has built the myth that communication created from markers that have human characters can build relationship intimacy.

Halodoc then reorganized with reference to humanist values, one of which was manifested in Heidi's design. Heidi is the logo as well as the Halodoc brand identity, which has a very broad segmentation. For the company, Heidi is a humanization of a logo and brand identity that is made as a living character and reflects the traits inherent in Halodoc, namely trustworthiness, friendliness, and fun (Brandkraft 2018). Heidi's character is a sign that this logo is a representative of a person who carries human characteristics as well as represents the Halodoc brand. It has dynamic variations according to the emotions to be communicated, both in the form of advertisements and in other forms of messages. However, it should be noted together, that in utilizing the Halodoc application, communication participants are users of applications and systems in the Halodoc application.

This results in the emergence of a gap between direct speech communication and communication through applications. Halodoc solves this problem by leveraging an emoji design that is structurally similar to the Halodoc logo (renamed Heidi). The emoji design is intended to make the interaction between customers and the application feel more responsive and communicative (as if it were two-way communication), or what Brandkraft (2018) called strengthening the company image to make

it more personal and friendly. That's why the emoji designs appear smiling, squinting, cheerful, and other expressions.

Emojis are symbols that are used widely in electronic media and communication via text such as instant messaging applications and social media (Aluja et al. 2020). Danesi (2016) states that emojis spread to all domains of symbolization and social interaction. In digital interactions, emojis can affect emotions, social attribution, and information processing because emojis are more effective as non-verbal cues to substitute face-to-face communication (Boutet et al. 2021).

However, the appearance of emojis in the Halodoc application has not yet built a sufficient image of health service values, so that the presence of emojis in the Halodoc application has not been responded to by users. Whereas emoji should increase customer confidence in selecting services as a form of derivative of user response (McShane et al. 2021), followed by ordering and payment for applications by users. This problem confirms that the presence or absence of a logo in the Halodoc application has no effect on online services. Because, through existing emojis, users/customers feel they are not being invited to a dialogue as if they were face to face with a doctor.

Practically, there are two things that can be concluded from the above situation. First, the emojis used by Halodoc are less humanistic. This is indicated by the lack of response to the emojis. This conclusion correlates directly with the second conclusion, namely that application users do not feel invited to a dialogue. This means that emojis only display less memorable images; not communicative, nor interactive. Therefore, this research is important to do to find indicators and/or ways to make the developed emojis meet

the requirements of humanity. In addition to contributing to new discourses in the discourse of design and visual communication, the fulfillment of the urgency of this research is able to contribute to visual and emotional comfort standards for application users. When the humanization of emoji is successful, dialogue is created even though the dialogue occurs in a virtual space. This dialogue can take the form of a consultation, scheduling an in-person consultation (face to face) or other health services. Thus, the humanization of emojis in turn increases the level of customer trust until treatment and transactions take place.

In the social world, especially in this digital era, companies and institutions are required to adapt. Not only on digital infrastructure, but on communication, it is very necessary to make an engagement, which is a two-way communication interaction that complements each other (Notter and Grant 2011). Seeing what Notter explained, it is clear that the logo humanization process is an attempt to get around the limitations of social interaction in the world of digital platforms or the internet of things (IoT). Corporate identity displays symbols that reflect the image to be conveyed. Corporate identity can be created and influence the fate of the company. An effective corporate identity must have the following characteristics (Napoles 1987): 1) Simple but striking symbolism. 2) Has a strong visual trigger. 3) Identity as a promotional and marketing tool. 4) Corporate identity must be memorable and impressive.

Therefore, a good company must be able to convey an image in accordance with its identity. In a company, image is the impression the company gives to the public through its products, activities and marketing efforts. Therefore, we

need a strong identity as a benchmark to create the image or impression to be conveyed. Conversely, an image is a reflection of a company. In connection with the concept of corporate identity and corporate image, the logo, which is the subject of this research, is the most basic thing to be discussed further, especially regarding its meaning, function and variation.

Robin Landa said that a logo is the single graphic design application that will be a part of every other brand design application. It is the signifier. It is the identifier. It is the two second "label" or alarm screaming out which brand or company or person or entity you are dealing with (Anggoro 2001). Referring to this definition, a logo can be understood as a single graphic design application that will be part of every other brand of design application. It is a marker or identifier. It is both labels or alarms that "shout" which company, person or institution the customer is facing (Landa 2011).

Based on this definition, a logo or image mark can be used as a description of the image and character of an institution, company or organization (Kustianto 2009). A logo is a real thing as a form of reflection of things that are non-visual in a company, for example the culture of behavior, attitudes, personalities, as outlined in a visual form (Aluja et al. 2020). Logos with these criteria are used in the Halodoc logo design. It's just that, in the Halodoc logo there is an emoji element. To make it more friendly, the logo with emoji content was later named Heidy.

Danesi (2016) describes emoji literally as an English adaptation of Japanese: "e" means "image", and "moji" means "word, letter". The expression of emojis are picture-letters. The aim is to increase the level of reality of a message, such as virtual reality and augmented reality (Murwonugroho and Ardianto 2019). As stated

by Danesi (2016), emoji do indeed spread to all domains of symbolization and social interaction. According to him, it is very common for large manufacturing companies to adopt and adapt emoji codes as part of developing a brand image. Sometimes service providers publish visual designs of their products in an unusual appearance (Murwonugroho and Yudarwati 2020).

Visual communication is mostly analyzed using Roland Barthes' semiotics method and some of its derivative approaches. In the Barthes concept, the connotative sign contains both parts of the denotative sign which underlies its existence. The connotative sign does not only have meaning. Thus the semiotic method in research on symbols and signs not only examines markers and meanings, but also the general relationships that exist between them (Murwonugroho and Miftakudin 2020). Therefore, Barthes views text in a very broad sense, beyond the boundaries of linguistic aspects. because semiotics have the ability to examine text where signs are coded into a linguistic system. So basically, semiotics can examine various forms of text manifestations such as news, films, advertisements, fashion, fiction, poetry and drama (Sobur 2016). All of these text manifestations have two sequences of significance, namely denotation in the first order and connotation in the second order (Kriyantono 2014).

Study about emoji covered the study of color of emoji (Chang and Lin 2010), the aesthetic aspect in influencing consumer (Alhashimi and Ebrahim 2018; Songa et al. 2019) and customers feelings toward the brand (Ioanna 2015). All of the studies showed that emoji with all the variants in color and aesthetic aspect have the

impact in drawing motive toward consumers to see the product offered. So emoji will not only serve as decoration and graphics but will also possess communication value in promotion and marketing. We also discovered that brand design with significant and meaningful expression, would establish relationships with their consumers. According to Harun et al. (2021), graphic symbols with familiar humanization stimuli have the visual appeal to evoke emotion and influence judgment on public acceptance. So emoji characters are suitable to enhance a non-verbal communication and user interaction. According to Harun et al. (2021), the function of emoji characters is to play a role as mediator that allows the receiver to perceive the emotional expression from the sender and understand the meaning of the content better. In this sense, the humanization quality from Emoji characters can influence emotion and it is the reason why users prefer to use Emoji characters as a medium of communication.

This is a qualitative study applying literature research and utilizes information technology as an instrument in the form of digital image. The use of this technology is necessary because the object of this study is one of digital artifacts. In addition, the use of technology controlled by researchers is also necessary to obtain data that is feasible, adequate, and in accordance with predetermined criteria (Sugiyono 2008). Literature research makes use of literary sources to obtain research data. So it can be said that literature research only limits its literary sources to literary collection materials without the need for field research (Zed 2008). Through this literary method, researchers collect documentation in the form of images of the Halodoc brand guideline and graphic assets derived from applications, websites, advertisements, and social

media. There is also an observation in the Halodoc creative team while they maintain the logo with the guideline. However, based on Barthes' Semiotics, the interpretation of the main research is defined from the researcher's perspective individually as an interpreter. The interpretations are supported by arguably statements which each have scientific literature sources. Although the Halodoc logo is a logo that does not look like letters, a semiology perspective sees the logo as part of a text composed of a number of combinations of signs. So, the approach used in this research is textual analysis. Textual analysis is considered the most appropriate because it is a branch of text semiologies, which specifically examines text as a product of language use (Piliang 2004).

In detail, Piliang (2004) adds that the product of the use of language is none other than a collection or combination of signs relating to the sign system (syntactic/paradigmatic), the level of signs (denotation/connotation), the relation between signs (metaphor/metonymy), the content of myths, and the ideology behind this collection of signs. In that broad sense, text is defined as messages, both using verbal and visual signs, which produce verbal text and visual text, such as advertising images, television, comics, films, fashion, dance, theater, sculpture, architecture, and even urban planning (Figure 1).

The basic principle of text analysis is polysemy (the diversity of meanings of a marker). The connotation of a sign relates to a code of values, social meanings, and various feelings, attitudes, or emotions. Each text is a syntagmatic combination of signs which through a certain social code produces a certain connotation (metaphor and metonymy become part of the sign combination). The different connotations depend on the reader's social

position and other factors that influence the way of thinking and interpreting the text. Connotations that are widely accepted socially will become denotations (the meaning of the text that is considered correct). Denotation represents cultural myths, beliefs, and attitudes that are considered correct (Piliang 2004).

The analytical method used in this research is semiological analysis of Roland Barthes. According to Van Zoest, semiotics is the science of signs on everything related to the sign, both the way the sign functions, as well as the sending and receiving of the meaning of the sign by those who use it. In line with this opinion, Barthes in his capacity as a structural scientist who studies Saussure's linguistics and semiotics defines language as a sign system that reflects the assumptions that develop in society over a certain period of time (Sobur 2013).

There are three main things at the core of Barthes' analysis, namely denotative meaning, connotative meaning, and myth. The first level of meaning is called denotative, while the second level is connotative. Denotative is explained as meaning that is displayed very clearly and visible to the eye. Thus, denotative is the true meaning.

Meanwhile, the connotative reveals the meaning contained in the signs. These two meanings are different from myth. Myth is a news or information that develops in the minds of the people because it is influenced by the social and culture of the community. This influence arises when people pay attention to and interpret the correlation between what is seen in real terms with what is implied (Barthes 2017).

This method was chosen because of a myth that is built on the humanization of the Halodoc logo. The myth can be seen from the form (as a denotative sign) and its meaning (as a connotation). In addition, when viewed structurally, the Halodoc logo and regular brand guidelines clearly conform to the semiotic criteria established by Barthes as a structuralist (Figure 2). Based on the illustration in Figure 2, the significance in the first stage shows the relationship between the signifier and the signified in a sign to external reality. Barthes calls it denotation, which is the most obvious meaning of the sign.

Meanwhile, connotation is a term used by Barthes to indicate the significance of the second stage. Barthes sees another aspect of signification, that is concerning myth.

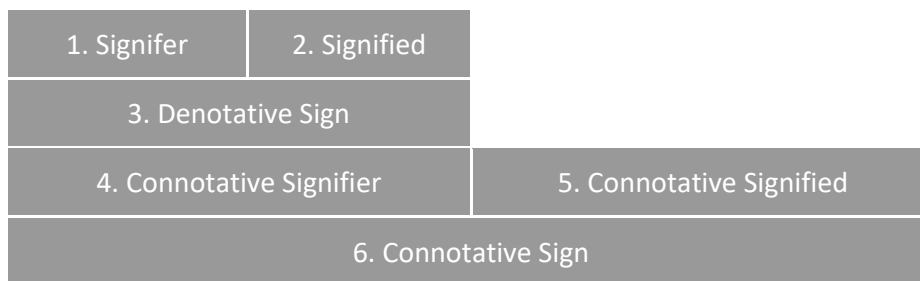


Figure 1
Illustration of Sign Meaning Structure according to Semiotic Analysis

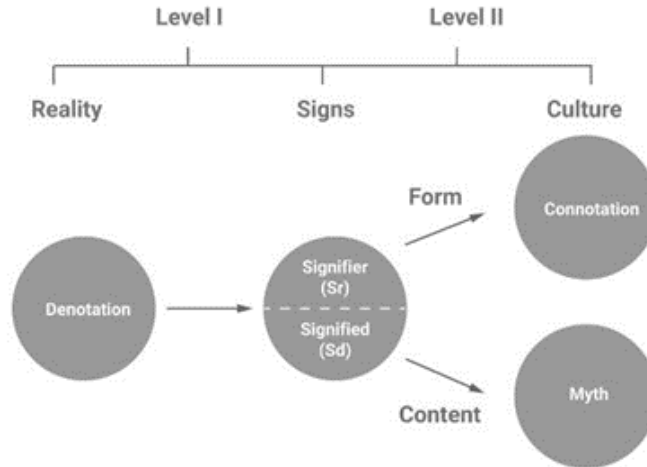


Figure 2.
Significance Diagram from Roland Barthes' Two Level Semiotics. Source: Fiske (2011)

According to Barthes, this aspect is important because myth marks something that happens in society. Myth lies at the second level of signification. So when a sign is formed, the signifier-signified, this sign will become a new signifier which will then have a second signified and form a new sign (Sobur 2001).

Visual Signs of Halodoc

Based on the analysis, the Halodoc logo has visual signs composed of a number of elements (Figure 3). This study describes these elements into several sections (Table 1) according to their

visual elements based on the Halodoc brand guidelines (Brandkraft 2018).

The Halodoc logo changes from red to pink, a combination of red and white. Boyatzis & Varghese (Boyatzis and Varghese 1994) used nine colors in their research, namely red, pink, yellow, green, blue and purple which are classified as bright colors. Then black, brown, and gray are classified into dark colors. Bright colors are associated with positive feelings and dark colors are associated with negative feelings (Pratiwi and Budisetyani 2013).



Figure 3
Halodoc Logo. Source: Halodoc Brand Guideline

Table 1
Halodoc Logo Visual Elements


Logo Symbol		Logo Fonts	Helvetica Aa Ee Rr Aa Ee Rr a
Logo Type	Symbol dan Woodmark	Font Type	Sans Serif
Visual Style	Monoline	Color Elements	HEX #E0004D Pantone 1925 C



Figure 4
Variation of Heidi Emoji Halodoc Logo. Source: Halodoc Brand Guideline

The positive feelings of pink have an aura of gentleness, caring and romantic. Therefore, in the Halodoc brand guideline (Brandkraft 2018), to humanize the brand, Brandkraft created a name for the Halodoc symbol, namely by introducing the figure of Heidi. Heidi is depicted in pink, this indicates that Heidi with pink has a positive feeling, namely gentleness and caring, hoping that creating Heidi makes the Halodoc brand more personal and has familiarity and friendliness with its users. Halodoc has several dynamic variations of the symbol, and each of

them can be used according to its expressive purposes (Figure 4).

As seen in a number of emojis above, it looks as if Heidi is smiling, squinting, dizziness, and other expressions based on references to *The Emoji Code* (Evans 2017). Furthermore, the appearance of the above emojis is interpreted in Table 2. Based on the Table 3, the smiley emoji is included in the main emotion in joy, the emoji squint belongs to cheerfulness, smiling by closing the eyes is included in zest, the face of relief is

included in enjoyment and the face of dizziness is included in suffering.

Table 3 provides examples of contemporary facial expressions on the Facebook, WhatsApp and TikTok applications which are adapted to Heidi Halodoc's emoji interpretation. There are many similarities between emojis in one application and others.

Halodoc is contemporary as evidenced by the Heidi emojis that match the contemporary emojis found in these online applications. Halodoc wants to be familiar with its users, showing that Halodoc is an application that can be found on mobile gadgets.

Table 4 provides examples of contemporary facial expressions on the Facebook, WhatsApp and TikTok applications which are adapted to Heidi Halodoc's emoji interpretation. There are many similarities between emojis in one application and others.

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Table 2
Interpretation of Heidi Emoji













Halodoc Logo	Emoji Symbol	Interpretation
		Smiling
		Winking
		Closed-eyed smiling
		Gratefulness
		Dizzy face (Apple)
		Dizzy face (Microsoft)

Table 3.
Interpretation of Heidy Emoji Semiotics according to Taxonomy of Emotions (Evans 2017)

Primary emotion	Secondary emotion	Tertiary emotions
Love	Affection	Adoration, affection, attraction, caring, compassion, fondness, liking, love, sentimentality, tenderness
	Lust	Arousal, desire, infatuation, lust, passion
	Longing	Longing
	Optimism	Eagerness, hope, optimism
	Enthrallment	Enthrallment, rapture
	Relief	Relief
Surprise	Surprise	Amazement, astonishment, surprise
Joy	Cheerfulness	Amusement, bliss, cheerfulness, delight, elation, ecstasy, enjoyment, euphoria, gaiety, gladness, glee, happiness, jolliness, joviality, joy, jubilation, satisfaction
	Zest	Enthusiasm, excitement, exhilaration, thrill, zeal, zest
	Contentment	Contentment, pleasure
	Pride	Pride, triumph
Anger	Irritation	Aggravation, agitation, annoyance, grouchiness, grumpiness, irritation
	Exasperation	Exasperation, frustration
	Rage	Anger, bitterness, dislike, ferocity, fury, hostility, hate, loathing, outrage, rage, resentment, scorn, spite, vengefulness, wrath
	Disgust	Contempt, disgust, revulsion
	Envy	Envy, jealousy
	Torment	Torment
Sadness	Suffering	Agony, anguish, hurt, suffering
	Sadness	Depression, despair, gloom, grief, glumness, hopelessness, melancholy, misery, sadness, sorrow, unhappiness, woe
	Disappointment	Disappointment, dismay, displeasure
	Shame	Guilt, regret, remorse, shame
	Neglect	Alienation, defeat, dejection, embarrassment, homesickness, humiliation, insecurity, insult, isolation, loneliness, neglect, rejection
	Sympathy	Pity, sympathy
Fear	Horror	Alarm, fear, fright, horror, hysteria, mortification, panic, shock, terror
	Nervousness	Anxiety, apprehension, distress, dread, nervousness, tenseness, uneasiness, worry

Meaning of the Visual Signs

When examined using Gestalt theory, the Halodoc logo fulfills several elements from the principle of the *law of grouping*. When viewed in visual perception theory, especially the principles of Gestalt theory, the Halodoc logo is in accordance with the *principle of figure and ground*, namely an organization based on the perception of prominent forms and considered as a figure.

In the Halodoc logo, there is a line in the form of a monoline that forms 2 objects when viewed carefully. The first object is a stethoscope, usually used by a doctor, to show the industry in which the company belongs. In the second object, there is the shape of a smiley face which can be categorized as an emoji. In brand guidelines, this serves to make the brand feel friendly, approachable, and uplifting. Table 4 describes the sections that link the Halodoc logo with the

principle of figure and ground from the Gestalt theory.

Based on the description above, the analysis can be linked to visual perception theory. In this case the gestalt theory can be processed at the memory sensor level at the bottom-up base, which is the essence of human visual perception. When viewed in the Halodoc logo object which uses the principle of Gestalt figure and ground, a red thread can be drawn that the Halodoc logo can be easily absorbed by memory sensors, especially the first object, namely the stethoscope and at the next stage, the subliminal smile emoji. When associated with humanization, the Halodoc logo, which is called Heidi, emphasizes personalization aimed at a brand with this gestalt principle, in which the smiling face of a health service is depicted with a doctor's stethoscope. This humanization will be discussed in more detail in the next section which examines the results of the design-making process and its meaning in the scope of semiotics.

Table 4.
Contemporary facial expressions according to (Anon 2021).




















Facebook	WhatsApp	Tiktok	Interpretation
			Smiling
			Winking
			Closed-eyed smiling
			Gratefulness
			Dizzy

Table 5.
Description of the Gestalt Theory: Principal of Figure and Ground in
the Halodoc Logo

Visual elements	Illustration	Description
		Doctor's stethoscope
		Smiley Face/Emoji

In the discussion of this section, the details of the relationship between denotation, connotation and myth are discussed by referring to Roland Barthes' semiotic analysis (Table 6). The focus of the study begins with the level of connotation, denotation, and the interpretation of the Halodoc logo myth itself. Each explanation will be accompanied by several references to strengthen the argument from the interpretation made by the researcher so that it becomes a strong and reasoned argument.

Level 1 Denotation-Connotation Meaning


In the denotative analysis, it can be seen that the Heidi emoji has an identical structure to the Halodoc logo's similarity. There is a play of red monoline lines with various expressions in the mouth and eyes. This monoline design style has been trending in iconography for the past few years. The color element uses red followed by a plain or white background color. The letters used are Helvetica which have been modified with lighter thickness below the regular.

Level 2 Denotation-Connotation Meaning

At this second level, the connotative analysis shows the characteristics of expression, mimic, and visualization of emoji visuals identical to contemporary human characteristics; looking more cheerful and friendly. The dot on the curved line followed by a semicircle and a small circle at the end indicates a tool that has become an important element in the medical world. A stethoscope is an essential item that a doctor will definitely carry. It is used as a diagnostic tool to monitor heart rate and find out how the blood flow is an indicator of a patient's health.

Looking at the shape of the stethoscope, it resembles a smiling face or we often call it an emoji, an expression that Halodoc wants to highlight while presenting its services. It is added with the presence of a red color that seems to be already known and referred to in *Color, Environment & Human Response* by Frank H. Mahnke (1996). Mentioned by Mahnke (1996), red defines a life, red of blood, warmth, joy, passion, and energizer (enthusiasm) to perform a certain action.

Table 6
Roland Barthes' Semiotic Analysis

I		Red-colored curved line with semicircle at one end and small circle at the other end.
II	A red-colored stethoscope symbol forming smiley face is related to blood and warmth	A company logo of personalized health service provider
III	A logo which represents Halodoc in human form, Heidi, as a friendly and delightful friend	

In its connotation, the Halodoc logo represents a company engaged in the health industry. Not only that, Halodoc puts forward a very humane and personal service that is generated from the emoji element contained in the Halodoc logo. This modern design style also represents the technology industry that is the marketplace for Halodoc users, especially smartphones.

Halodoc Mobile Design and Emotional Impact

Halodoc logo has both combination and emblem types. The combination one is implemented on the web site of halodoc. The emblem one which is what analyses in this paper combines the emoji to it. The shape of the logo creates mood and tone for the healthcare industry using the shape of a stethoscope as the emblem. Emoji is added to the tip of the emblem in order to create the relaxation to the image of healthcare industry. Each emoji represents different emotion in changing the mood and tone of the logo itself. To gauge the general feelings towards these emojis, we did a simple

questionnaire on 126 respondents with the following results.

As what Change said in the review that color definitely has impact on how consumer choose the service. The pinkish color for this logo delivers the sense of softness and warmth to welcome consumer to the healthcare service. The shape of the stethoscope in this logo reminds them of the service instantly. The emoji shape that is made from stethoscope form conveys the welcoming of the logo toward the service. As what Alhashimi said that most consumer recognizes the brand or service through logo itself (Alhashimi and Ebrahim 2018). The familiar object that the consumer can relate to is implemented in the logo and develops a quick recognition within the consumers' mind. That brings more consumer in and increase revenue for the business. The reaction of consumer toward the familiar logo can be the effect of implicit attitude toward the service (Songa et al. 2019).

The use of the Heidi emoji reinforces the myth that communication by processing signifiers which embody human character. It can build

relationship intimacy. Through the use of this logo, customers or application users feel responded to and given confidence and assurance of good health services. That means the use of the Heidi emoji has fulfilled the interactive and humane aspects. This will obviously be very different if emojis do not use humane characters from humans, emojis will feel static. Emojis with rigid visualization clearly do not meet the criteria for the interest of Indonesian customers and digital communication users (Saidi, Puspitasari, and Siregar 2019).

Moreover, judging from the 2 levels of connotation and denotation in the previous sections, Heidi is a partner needed by modern society to overcome all problems related to health and medical treatment. Heidi is a cheerful and easy-to-access friend who makes Halodoc an important instrument in the life of modern society.

Conclusion

Based on the data analysis above, this study finds a new way of social interaction to the trend in logo design that promotes humanistic messages and feelings. This impression in turn has an impact on increasing intense intimacy between the user or customer and the institution of the Halodoc application provider.

As a research contribution, this semiotics study has succeeded in uncovering the ways and indicators of the success of emoji humanization. First, according to the findings in this study, it seems that apart from emojis to identify the identity of the main logo, designing the emoji design must be equipped with mimics, expressions, and limb movements. Mimics, expressions, and gestures must also represent the real expressions of humans who serve health

ordering services. This means that the emoji design must show the combination of the main company logo with expressive emoticons so that they are identical to real human expressions.

Second, the emoji design must be visualized in a contemporary appearance. This is because modern people who have the opportunity to use mobile applications are the Millennial Generation and Generation Z. In contrast to the Baby Boomer Generation and Generation X who are more comfortable with face-to-face interaction, today's society is dominated by the Millennial Generation and Generation Z are more likely to accept Heidi as a personal health partner. Apart from the tendency of Generation X to be resistant to digital technology innovations, the acceptance of modern society is also supported by Heidi's success in helping Halodoc achieve a vision that prioritizes ease of use, convenience and interactivity of the Halodoc application. This achievement can be seen from Heidi's prominent humanist impression that can describe a wide range of health services, including consultation with doctors, delivery pharmacies, medical check-ups, scheduling of consultations with doctors, and other services.

The fulfillment of these criteria then contributes a lot in increasing the success of emojis in treating customers well. So, it can be said that the humanization of the Heidi emoji is able to increase public trust in the services provided by the Halodoc application. Even so, as a form of developing ideas, this research also criticizes emoji design in order to develop designs that are equipped with animated sounds and movements, even simple ones. Apart from being based on the findings of this study, this proposal is also based on a number of leading studies which state that the more digital visualization approaches reality, the more

interactivity between users and the system will increase. That's why virtual reality and augmented reality technologies have the greatest impact. Apart from that, emoji humanization is needed only to increase user attractiveness through increasing user intimacy and trust in Halodoc.

The global impact to the society of this research is the logo with humanization is creating an intimate relationship in this digital era between corporate or institution with the people, be it consumers or employees. It is built by feeling or empathy and also 2-way communication formed in a humane logo design. This is expected to build a better social world in the present and also in the future.[]

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